

March 14, 1979

Mr. Robert H. Cremin  
Philip Morris Incorporated  
100 Park Avenue  
New York, New York 10017

Dear Bob:

The Federal Trade Commission has submitted a proposed order in the advertising subpoena case, pursuant to the opinion of District Judge Parker issued January 21, 1979, ordering full enforcement of the subpoenas.

At this time, the Commission is proposing to require documents only in the following two categories:

1. All annual marketing plans prepared or completed since January 2, 1971, for each brand and each style of cigarette manufactured or advertised by each respondent.
2. An original or one copy of all surveys, studies, reports, research papers, and other items of research prepared or completed since January 2, 1971, relating in whole or part to attitudes towards, beliefs about, or perceptions, understanding, notice or recall of any warning statement in any cigarette advertisement disseminated or considered for dissemination.

Would you please review your files and have your staff deliver to me by Tuesday, March 20, any such documents that may be in your department's possession. Please note that the time period covered is January 2, 1971 to date. If you have any questions about the nature of the documents required or need assistance in any other respect in order to comply with the request, I shall be glad to assist you. In case of my unavailability, you may contact Carl Adkins.

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